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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : S. Sean Moore et al.
Application No. : 09/823,588 Confirmation No. : 6830
Filed : March 30, 2001
For : SYSTEM AND METHOD FOR METADATA-
LINKED ADVERTISEMENTS
Art Unit : 3622
Examiner : Daniel Lastra

New York, New York 10036
July 5, 2007

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action mailed January 10, 2007 in connection with the above-identified application, applicants hereby amend this patent application as follows:

Amendments to the Claims begin on page 2 of this Reply.

Remarks begin on page 12 of this Reply.